

## Guidance for using the INL logo

The INL logo - in all approved versions - is a corporate asset of INL, and is protected under law as our "fair use" service mark.

The logo is available in two subhead configurations:

1. INL Logo - Centered
2. INL Logo - Left



The default color for the logo is blue (PMS 301), but it may also be used in black or white.

**The director of Communications & Public Affairs must approve in advance any variations of the logo.**

The logo is the primary element of visual branding and contains two components

- INL acronym with integrated electron orbit symbol
- Subhead consisting of proper written-out laboratory name

### General usage guidelines

- The logo may not be reset or modified in any way.
- The logo is never to appear connected to or as part of any other symbol or icon.

When grouped with other logos, enough space around the logo is necessary so it is represented as a single entity. **Any exceptions must be approved in advance by the director of Communications & Public Affairs.**

- No other artwork may be attached to the logo and it should never be contained within a box, circle or other shape.
- The electron symbol is not to be extracted from the INL acronym and used as a separate graphic entity.
- The logo should never be used (printed small like a word) inside of written text or body copy.

If you have questions about branding or INL logo use, contact Communications & Public Affairs (526-4098), or Graphic Services (526-1268).